

## Coca-Cola Supporting Healthy Lifestyles in South Africa

As part of its strategy to support Healthy Lifestyles and profile the company's still beverages, Coca-Cola South Africa (CCSA) last week partnered with a national daily newspaper, *Sowetan*, to encourage Healthy Lifestyles among the people of Soweto, the country's biggest - and internationally renowned - township.

CCSA and its partners, which included Athletics South Africa and a local Soweto radio station, launched an informal walking competition called the Soweto Big Walk, which attracted enormous interest from the young and the old. The competition included a leisurely 5km Walk for children, senior citizens and not-so-fit individuals, as well as a more competitive 10km Walk for those who were fitter.

The Walk created a lot of excitement, with more than 3 000 people participating. By 7am on Thursday, May 1, Mapetla Sports Centre in Soweto was already a hive of activity as young and old queued patiently to register for the fun walk. Not even the slight showers of rain could deter the excited people from participating.

About 40 CCSA associates, each accompanied by a partner, a sibling or a child, also took part in the CCSA-sponsored Soweto Big Walk. One of them, Accounts Payables Supervisor Maureen Kamffer, who had never been to Soweto before, said she had had a great time.

"I was enthralled by the friendliness of the people who cheered us on despite the chilly weather, and I am now extremely optimistic about the ability of the country to host the FIFA World Cup in 2010," Kamffer said.

The purpose of the exercise was to encourage communities to embrace walking as an alternative activity, and generally to adopt healthy lifestyles. A Wellness Centre, staffed by medical experts, was also at hand to provide confidential counseling and testing for blood pressure, HIV/AIDS and other conditions.

More importantly, some of Coca-Cola's still beverages were given exposure not only to the participants, but also to the many spectators who attended the event. Products such as Bonaqua, Five Alive and Powerade were readily available to participants and spectators.

Commenting on the Soweto Big Walk's success, PAC Director Kaizer Nyatumba said that it was important that the general public knew and appreciated that, in addition to the world-famous Coca-Cola and other sparkling beverages, The Coca-Cola Company, as a total beverage company, also offered consumers a

wide choice of beverages. He said it was equally important that the company's active support for healthy lifestyles was known.

"The Big Walk then provided us with an opportunity to publicise this message and to profile our still beverages," Nyatumba concluded.

